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## ORDER

Print Date 10/19/12

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Flight Dates 10/19/12-11/05/12

Contract / Revision 308054 /

Original Date / Revision  
10/19/12 10/19/12

Advertiser Pillich / Democrat / State Re

Agency Buying Time LLC

Buying Contact

650 Massachusetts Avenue NW - S  
Washington, DC 20001

Product

Connie Pillich for State Representa

Agency Com 15%

Billing Contact

650 Massachusetts Avenue NW - S  
Washington, DC 20001

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 2188

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive Order% Start Date End Date

Daniel Baylog 100%

Order Share % Market Value

Competing Station % of Order Amount

CABLE	%
UNKWN	100%
WBQC	%
WCET	%
WCVN	%
WKON	%
WKRC	%
WLWT	%
WPTO	%
WSTR	%
WXIX	%

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	50	\$14,819.75	\$17,435.00	0.00	10/01/12	10/28/12	50	\$14,819.75	\$17,435.00
November 2012	54	\$20,808.00	\$24,480.00	0.00	10/29/12	11/05/12	54	\$20,808.00	\$24,480.00
Totals	104	\$35,627.75	\$41,915.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WCPO	10/19/12	11/05/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	11111--	:30	5	\$400.00	P-3	0.00	NM	12	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	----1--		1				\$400.00		0.00			
	Week:	10/22/12	10/28/12	11111--		5				\$400.00		0.00			
	Week:	10/29/12	11/04/12	11111--		5				\$400.00		0.00			
	Week:	11/05/12	11/11/12	1-----		1				\$400.00		0.00			
E 2	WCPO	10/19/12	11/05/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	11111--	:30	5	\$70.00	P-8	0.00	NM	7	\$490.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----		0				\$0.00		0.00			



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Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:20:00

Advertiser **Pillich / Democrat / State Rep** Product **Connie Pillich for State Rep** Estimate # **2188**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WCPO	10/19/12	11/05/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	11111--	:30	5	\$70.00	P-8	0.00	NM	7	\$490.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-1-1--					3	\$70.00		0.00			
Week:		10/29/12	11/04/12	-1-11--					3	\$70.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$70.00		0.00			
E 3	WCPO	10/19/12	11/05/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	11111--	:30	5	\$400.00	P-3	0.00	NM	7	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----1--					1	\$400.00		0.00			
Week:		10/22/12	10/28/12	-1-1---					2	\$400.00		0.00			
Week:		10/29/12	11/04/12	-1-11--					3	\$400.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$400.00		0.00			
4	WCPO	10/19/12	11/05/12	M-F 10-11a Right This Morn M-F 10-11a	CM	10-11a	11111--	:30	5	\$100.00	P-8	0.00	NM	6	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----					0	\$0.00		0.00			
Week:		10/22/12	10/28/12	1-1-1--					3	\$100.00		0.00			
Week:		10/29/12	11/04/12	-1-1---					2	\$100.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$100.00		0.00			
E 5	WCPO	10/19/12	11/05/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	11111--	:30	5	\$125.00	P-8	0.00	NM	7	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----1--					1	\$125.00		0.00			
Week:		10/22/12	10/28/12	-1-1---					2	\$125.00		0.00			
Week:		10/29/12	11/04/12	1-1-1--					3	\$125.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$125.00		0.00			
6	WCPO	10/22/12	11/05/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	11111--	:30	5	\$150.00	P-8	0.00	NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-1-1--					3	\$150.00		0.00			
Week:		10/29/12	11/04/12	-1-1---					2	\$150.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$150.00		0.00			
7	WCPO	10/19/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	11111--	:30	5	\$450.00	P-3	0.00	NM	7	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----1--					1	\$450.00		0.00			
Week:		10/22/12	10/28/12	-1-1---					2	\$450.00		0.00			
Week:		10/29/12	11/04/12	1-1-1--					3	\$450.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$450.00		0.00			
8	WCPO	10/22/12	11/05/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	11111--	:30	5	\$1,000.00	P-3	0.00	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-1-1--					3	\$1,000.00		0.00			
Week:		10/29/12	11/04/12	-1-1---					2	\$1,000.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$1,000.00		0.00			
9	WCPO	10/22/12	11/05/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	11111--	:30	5	\$300.00	P-8	0.00	NM	7	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-1-1--					3	\$300.00		0.00			
Week:		10/29/12	11/04/12	1-1-1--					3	\$300.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$300.00		0.00			
10	WCPO	10/23/12	11/05/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	1111--	:30	4	\$275.00	P-8	0.00	NM	4	\$1,100.00



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Hiatus Dates

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Order Sep 00:20:00

Advertiser **Pillich / Democrat / State Rep** Product **Connie Pillich for State Rep** Estimate # **2188**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
10	WCPO	10/23/12	11/05/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	1111---	:30	4	\$275.00	P-8	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 1- 1---					2	\$275.00		0.00			
		Week: 10/29/12	11/04/12	1- 1----					2	\$275.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
11	WCPO	10/22/12	11/05/12	M-F 7-730p 7-730p The List	CM	M-F 7-730pm	11111--	:30	5	\$400.00	P-8	0.00	NM	11	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	11111--					5	\$400.00		0.00			
		Week: 10/29/12	11/04/12	11111--					5	\$400.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$400.00		0.00			
E 13	WCPO	10/23/12	10/30/12	Tuesday Prime B Tuesday Prime B	CM	9-10p	-T-----	:30	1	\$1,500.00	P-8	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----					1	\$1,500.00		0.00			
		Week: 10/29/12	11/04/12	-T-----					1	\$1,500.00		0.00			
14	WCPO	10/21/12	11/04/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$190.00	P-8	0.00	NM	3	\$570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$190.00		0.00			
		Week: 10/22/12	10/28/12	-----S					1	\$190.00		0.00			
		Week: 10/29/12	11/04/12	-----S					1	\$190.00		0.00			
15	WCPO	10/21/12	11/04/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$300.00	P-3	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$300.00		0.00			
		Week: 10/22/12	10/28/12	-----S					1	\$300.00		0.00			
		Week: 10/29/12	11/04/12	-----S					1	\$300.00		0.00			
16	WCPO	10/20/12	11/04/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$160.00	P-8	0.00	NM	3	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$160.00		0.00			
		Week: 10/22/12	10/28/12	-----S-					1	\$160.00		0.00			
		Week: 10/29/12	11/04/12	-----S-					1	\$160.00		0.00			
17	WCPO	10/20/12	11/04/12	SA 7-730p SA 7-730P	CM	658-730p	-----S-	:30	1	\$200.00	P-8	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$200.00		0.00			
		Week: 10/22/12	10/28/12	-----S-					1	\$200.00		0.00			
		Week: 10/29/12	11/04/12	-----S-					1	\$200.00		0.00			
18	WCPO	10/20/12	11/04/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	1	\$300.00	P-3	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$300.00		0.00			
		Week: 10/22/12	10/28/12	-----S-					1	\$300.00		0.00			
		Week: 10/29/12	11/04/12	-----S-					1	\$300.00		0.00			
E 24	WCPO	10/19/12	11/05/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTFSS	:30	2	\$450.00	P-8	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
		Week: 10/22/12	10/28/12	M- T- -					2	\$450.00		0.00			
		Week: 10/29/12	11/04/12	- - W- - S					2	\$450.00		0.00			
		Week: 11/05/12	11/11/12	M- - - -					1	\$450.00		0.00			



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Order Sep 00:20:00

Advertiser **Pillich / Democrat / State Rep** Product **Connie Pillich for State Rep** Estimate # **2188**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 24	WCPO	10/19/12	11/05/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTFSS	:30	2	\$450.00	P-8	0.00	NM	5	\$2,250.00
E 25	WCPO	10/29/12	11/05/12	Monday Prime C Monday Prime C	CM	10-11p	M-----	:30	1	\$3,000.00	P-3	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		10/29/12	11/04/12	M-----	1		\$3,000.00		0.00						
Week: 11/05/12		11/05/12	11/11/12	M-----	1		\$3,000.00		0.00						
Totals														104	\$41,915.00